

EN

***Case No COMP/M.6831 -  
GENERAL MOTORS  
COMPANY / PARTS OF  
ALLY FINANCIAL***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 22/02/2013

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EUROPEAN COMMISSION

Brussels, 22/02/2013  
C(2013) 1148

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party:**

Dear Madam(s) and/or Sir(s),

**Subject: Case No COMP/M.6831 - GENERAL MOTORS COMPANY / PARTS OF ALLY FINANCIAL  
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004<sup>1</sup>**

1. On 29 January 2013, the European Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which General Motors Company ("General Motors", US), through its subsidiary General Motors Financial Company Inc. ("GM Financial", US) acquires within the meaning of Article 3(1) (b) of the Merger Regulation control of parts of Ally Financial Inc. ("Ally Financial", US) by way of purchase of shares in 35 legal entities, active in Europe and Latin America.<sup>2</sup>
2. The business activities of the undertakings concerned are:
  - for General Motors Company: manufacture and supply of motor vehicles worldwide;
  - for Ally Financial: supply of automotive financing services, in Europe and Latin America.

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<sup>1</sup> OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

<sup>2</sup> Publication in the Official Journal of the European Union No C 35, 07/02/2013, p.3.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.<sup>3</sup>
4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

*For the Commission*

*(signed)*  
*Alexander ITALIANER*  
*Director General*

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<sup>3</sup> OJ C 56, 5.3.2005, p. 32.